

AUTO OPPORTUNITIES

ALARMING NUMBER OF MOTOR TRAFFIC ACCIDENTS SUGGESTS PUBLIC SAFETY EXECUTIVE COMMITTEE FOR LOCALITIES

Aroused by the large number of accidents and fatalities attributed to motor mishaps, scores of cities and localities throughout the United States began the week of October 8 to 14 with the observance of "seven days for safety," part of the "safety season" suggested by the highway education board.

According to the most reliable statistics, the board says, at least 12,500 persons were killed in motor accidents during 1921, while 350,000 persons received minor or major injuries during the same period. This death and accident toll, says the board, can be laid directly at the door of carelessness and ignorance. It is in an effort to correct this situation that the "safety season," with its component parts, is suggested.

One of the unfortunate features is the fact that accurate statistics of the number of accidents and deaths cannot be had from all communities. The board's estimate is based on the best figures obtainable from the bureau of census.

In the observance of the "safety season" in New York city, one of the outstanding activities is "safety week" under the direction of the Safety Institute of America, with Judge Albert H. Gary at the head of its public safety committee. In New York the week was divided into special days and virtually the same procedure was followed in other cities.

One of the chief suggestions for the observance of the "safety season" and "safety week" is that in each city a public safety executive committee be appointed by the mayor, or other competent authority, which should be charged with the duty of carrying on the other activities of the "season." In this manner the safety campaign in each locality is thus entrusted to those who feel the greatest concern

DEMAND IN MEXICO FOR AMERICAN FLOUR IS ON THE INCREASE

Mexico City, Oct. 21.—During the year ended September 30 Mexico imported from the United States \$1,702,489 worth of flour, and the demand for the American products is said to be on the increase. The reason ascribed is that no matter how much flour is produced in Mexico, the hard American flour is needed to make a bread palatable to wheat bread consumers. It might also be mentioned that during the same fiscal year just ended more than \$1,000,000 worth of eggs were brought into Mexico from the United States.

A new American fruit named peachmond, combining the juicy, luscious qualities of a peach and the edible kernel of the almond, has been perfected by the federal

agricultural department, under the direction of Professor Juan Bahue. Grapes were made of freestone peaches with the paper-shell almond, common to California, and the result is said to be a fruit whose meat is peach and whose kernel is almond.

FACTS ON TIRES WE SHOULD KNOW

To make a carcass of 30x3 1/2 cord tire it requires seventeen hundred and twenty-three miles (1,723) of cotton fibre, more than nine million feet. There are 400 fibres to the inch.

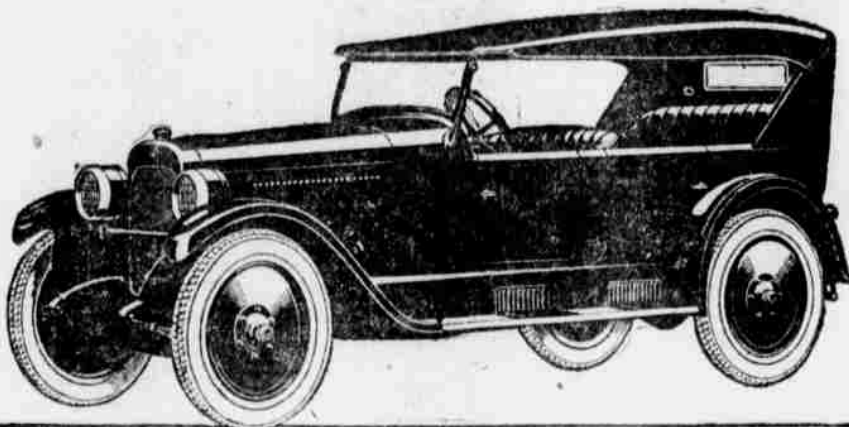
In a 35x5 cord tire there are 30,333,000 feet of cotton fibre. This is more than 5,744 miles of 1 1/2 Standard. In the cords which make the carcass of a cord tire there are 15 twisted strands. Each cord is divided into three cables of five strands each. There are

640 inches of 18 yards of fibre in every inch of this yarn.

A five-inch cord tire has 23 cords per inch. Eight plies of cord make up the carcass. The breaking strength of a cord is approximately 15 pounds. The cord is similar to a medium-weight fishing line. Each is insulated with rubber, and each ply is separated from the rest by a layer of rubber insulation.

"Have you noticed that the car owners' reports on car performance have almost entirely taken the place of events and contests staged by factories and dealers in other years?" are queries asked these days.

This is largely due to the fact that owners generally keep close records of mileage and gasoline and oil. To this many add itemized statements of cost of upkeep. The motorist flashes his little memorandum book on you in proof of his claims.



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The insistent demand of the public for high class motoring at reasonable cost is squarely met by the Chalmers Six.

Its first cost is much more moderate than the rule in its class; and its maintenance is remarkably low, due to the excellence of its design and the fine materials of which it is made.

Its grace and beauty make marked appeal to those who appreciate the better things.

We are more than glad to demonstrate at any time just how good a car the Chalmers Six is.

Chalmers Six Prices

5-Passenger Touring Car, \$1185 Roadster, \$1185
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414 West Copper. Phone 854-J.

The CHALMERS SIX

GATES TIRES

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ISN'T THIS WHAT COUNTS?—

It isn't the mileage that's in a tire, but the miles you get out of it, that counts.

Take a cord tire for example—fully 50% more miles in the cord carcass, but you'll be throwing these extra miles away unless the rubber tread wears longer, too. That's why a wider and thicker tread is especially important on cord tires.

Gates Super-Tread Cords have the wider and thicker rubber tread and that's why you're getting two or three thousand extra miles out of them.

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Exceptional interest has been aroused by the practical arrangement of the interior.

The entire rear compartment furnishings—seat, seat cushions, back cushions, seat frame, foot rest, carpet and all—can be removed from the car in a few moments.

The front seat is then tilted forward, giving a gross clearance of twenty-two inches through the rear doors.

In this way, a space of sixty-four cubic feet in the rear compartment is made available for loading.

When the rear seat fixtures are back in place, the interior is complete and attractive in appearance. Its convertibility is not apparent to the eye.

Business men, farmers, salesmen, campers, tourists and everyone who has occasion, at times, to carry bulky articles or luggage, will readily appreciate the great utility of this construction.

The price is \$1,375 delivered, Albuquerque.

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Our new Prest-O-Lite prices furnish you a new battery at sub-normal cost.

For instance, you can get a Prest-O-Lite Battery, this high-quality battery, leader among standard batteries, as low as \$19.90 for light cars. If your old battery is worth anything, our allowance for it brings your price lower.

Come around and investigate our system of lower battery costs. Come to-day.

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Comparison Will Emphasize Its Value

The Studebaker Big-Six Sedan delivers everything you can ask of a motor car.

If you pay more than the Big-Six price, you may buy more weight, but it is impossible to get finer materials or better craftsmanship than are used by Studebaker.

Compare this Big-Six Sedan with the most expensive cars. Check the body with any body built, compare the chassis construction, look into the endurance records of the Big-Six as compared with any other car.

Get behind the wheel yourself. Test its performance, its comfort. Check its appearance with any car at any price. And don't overlook this point: Studebaker has more than 3,000 branches and dealers throughout the country who are always ready to render efficient service.

And finally, compare the equipment and appointments.

Consider the Big-Six Sedan as an investment. There is no reason to pay more. The name Studebaker stands for satisfaction.

EQUIPMENT

Nickel-plated radiator shell, motorometer and ornaments radiator cap.
Automatic windshield wiper.
Rear-view mirror.
Exhaust heater.
Handsome nickel-plated bumpers, front and rear.
Spacious trunk with cover.
Two extra wheels (complete with tires and tubes) carried on front fenders.
Ventilator in cowl.
Thief-proof transmission lock.
Upholstery of rich mohair velvet plush with top lining and floor carpets to match.
Artistic coach lamps.
Opalescent corner reading lights.
Dome light and courtesy light.
Three-piece rain-vision windshield with rain wiper.
Jeweled eight-day clock.
Arm rest on each side of rear seat.
Large door pockets.

MODELS AND PRICES—f. o. b. factories			
LIGHT SIX 4-Pass. 117 W. B. 40 H. P.	SPECIAL SIX 5-Pass. 119 W. B. 50 H. P.	BIG-SIX 7-Pass. 126 W. B. 60 H. P.	
Touring.....\$ 975	Touring.....\$1275	Touring.....\$1650	
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Coupe-Roadster (2-Pass.) 1225	Roadster (4-Pass.) 1275	Coupe (4-Pass.) 2275	
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	Sedan.....2050	Sedan (Special) 2550	

Cord Tires Standard Equipment

THE COOPER MOTOR COMPANY

PHONE 671-W.

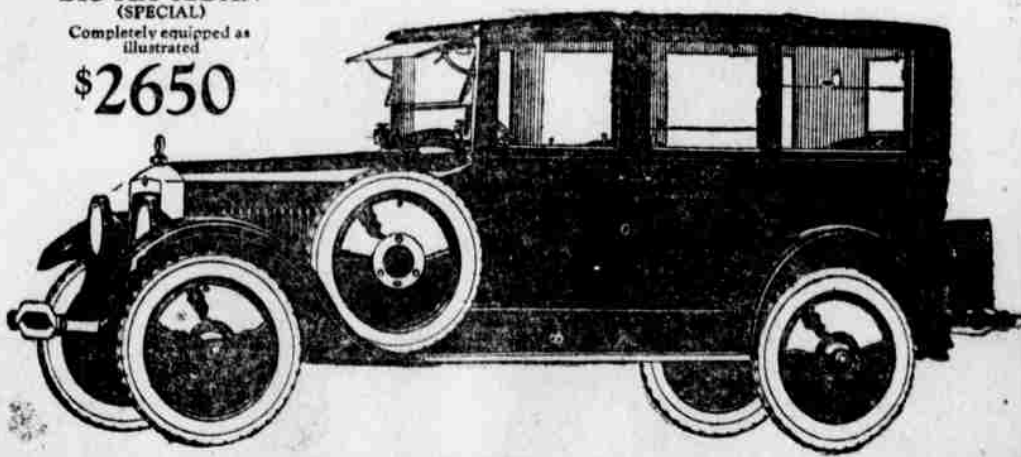
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BIG-SIX SEDAN

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Completely equipped as illustrated

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